

**Utah Office of Tourism
Board Meeting
December 14, 2007 – 10:00 a.m.
Hilton Salt Lake City Center, 2nd Floor, Canyon Room B
Salt Lake City, UT**

Present

Board Members

Kim McClelland
Georgianna Knudson
Bob Syrett
Bob Bonar
Mayor Peter Corroon
Colin Fryer
Frank Jones

Steve Burr
Steve Lindburg
Bill Malone
Pamela Hilton
Jeff Robbins
Hans Fuegi

Staff

Leigh von der Esch
Dave Williams
Stan Nance
Lorraine Daly

Barbara Bloedorn
Tracie Cayford
Kelly Day

Guests

Brice Wallace
Mike Deaver
Kevin Malone
Raelene Davis
Mike Gorrell
Mike Mahoney
A. Jean Seiler
Jared Gillespie
Steve Driggs
Thomas Cooke
Rick Maw
Pat Holmes
Nan Anderson
Ted Hallisey

Organization

Deseret Morning News
Utah Sports Commission
Ski Utah
Ski Utah
Tribune
RUF Strategic Solutions
Ruby's Inn
Struck
Struck
Struck
Utah.com
Salt Lake CVB
UTIC
Kane County

Welcome

Before calling the meeting to order, Kim recognized Governor Jon Huntsman, Mayor Peter Corroon, Jason Perry, Nathan Rafferty and Leigh von der Esch for being named Utah Business Magazines 100 most influential people in the December 2007 issue. Kim and the board thanked them for all of their efforts on behalf of the state.

Kim then called the meeting to order and asked that everyone in the room introduce themselves.

Minutes

MOTION: Bob Syrett made a motion to approve the minutes of the November 9th board meeting as written. Jeff Robbins seconded the motion and it passed unanimously.

Cooperative Marketing Update

Hans reported that the Co-op Committee made some changes to the Memorandum of Understanding and has asked Kelly to run them by the Attorney General's Office prior to making them public. The changes will help tighten-up some potential loose ends with the entire co-op application process.

The committee also determined that June 27, 2008 will be the deadline for FY 08/09 – Round 6 Co-op applications.

Marketing Report

- a. Spring/Summer Ad Campaign – Thomas Cooke with Struck gave a brief overview of the media buy strategy that the Marketing Committee chose to recommend to the board. A copy of the strategy was provided to the board in their packets. Some of the items discussed were; 2008 campaign objectives, key media strategies, target audience research, timing & budget, and an outline of the plan including; TV ads, print ads and interactive.

MOTION: Hans made a motion to accept the strategy as presented. Pam seconded the motion and it passed unanimously.

- b. Madden Preprint – Dave indicated that the board had previously approved \$150,000 to be used towards Spring/Summer Madden. There would be 1.1 million printed inserts in the Arizona Republic, LA Times, Orange County Register, San Francisco Chronicle, Denver Post, and the Las Vegas Review Journal. The board agreed to allow the marketing committee to make the final decisions regarding the location of the insert placements due to deadlines.
- c. Utah.com – Steve Lindburg gave a brief update of the status of Utah.com. The committee is evaluating whether to retain a relationship with Utah.com in some sort of enhanced format or to build out a new website. Research is being done to find out if there needs to be an RFP or if a sole source can be used. The web committee hopes to have a final decision within the next couple of months.
- d. RUF Presentation – Mike Mahoney of RUF Strategic Solutions, a database management company, gave a power point presentation based on data received from the UOT. Dave Williams asked that the board consider contracting with RUF to help solve the current technology problem the UOT is having. The current database which was written in the early 90's, is extremely outdated and cannot be supported by the State IT team. RUF would provide database management and market research for the UOT. RUF is currently being used by some of Utah's top competitors. Dave asked that the board make a decision regarding the UOT data management solution by the January board meeting. Kim asked that the Marketing Committee come back to the board with a recommendation.
- e. Sundance – The board discussed the proposal received from Robert Dick for consideration of \$100,000 for the 2008 Sundance Film Festival sponsorship. Kim indicated that Jason Perry committed to paying a portion of the sponsorship once the UOT board made their decision regarding the amount they were willing to fund.

Mayor Corroon reported that Salt Lake County will be a sponsor of the 2008 SFF.

He indicated that he would be happy to team up with the UOT during the festival.

MOTION: After much discussion, Bob Bonar made a motion to approve up to \$75,000 for the 2008 Sundance Film Festival sponsorship out of the special opportunities budget provided that Jason Perry comes up with the remaining \$25,000 out of the GOED budget. Mayor Corroon seconded the motion and it passed unanimously.

- f. Bonneville – Dave Williams reviewed the request received from SenArt Films to promote “Bonneville” which was shot in Utah, starring Jessica Lange, Kathy Bates and Joan Allen. In the proposal, SenArt was requesting \$47,500 to help cover the creation cost of theatrical standees for use in 1,100 AAA offices around the country as well as the creation of other promotional materials. Handouts were provided to the board with more detailed information.

After much review and discussion the board decided not to pursue funding this project due to priorities and tight budget issues.

- g. Daggett County Request – Colin reviewed the request which would provide \$12,500 to help fund year-round outdoor billboards along the I-80 corridor of southwestern Wyoming to promote Dinosaurland.

MOTION: Bob Bonar made a motion to approve \$12,500 out of the special opportunities budget to help fund this project. Bob Syrett seconded the motion and it passed unanimously.

New Business – Sports Commission Presentation – Due to timing, it was decided that this presentation would be tabled for today and placed at the top of the agenda for the January board meeting.

Steve Burr gave the board a copy of “Best Management Practices in Agritourism” for their information. He also indicated that he had been to an America’s Public Lands meeting that morning and will share the results of that meeting at another time.

Director’s Report

Leigh indicated that the governor’s proposed 2008/2009 budget includes \$15,000,000 for advertising and marketing for tourism.

She also brought attention to a draft policy for photography/visual usage included in the board packets for their review and feedback in the near future.

Leigh also would like to talk to Kim about the possibility of setting up a budget committee.

Public Comment

Ted Hallisey of Kane County expressed his concern regarding the relocation of the visitor center in St. George due to construction. Now that the visitor center has been temporarily relocated off I-15, visitors are less likely to stop to pick up brochures. Leigh recommended Ted speak to his legislature.

Kim thanked the board, the UOT staff and Struck for all of their hard work and efforts in 2007.

The next board meeting will be held Friday, January 11th at Thanksgiving Point.